

**Attracting more foreign tourists**

†459. SHRI NARENDRA BUDANIA: Will the Minister of TOURISM be pleased to state:

(a) the places identified and developed by Government during last two years for boosting tourism in various States of the country including Rajasthan and the schemes that have been chalked out; and

(b) whether Government has formulated any scheme to attract more foreign tourists to our country in future, if so, the State-wise details of the amount allocated to materialise these changes?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) and (b) The Ministry of Tourism has launched following two new plan schemes in the year 2014-15.

(1) Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes.

Twelve theme based circuits *i.e.* North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit and Ramayana Circuit have been identified for development under “Swadesh Darshan”.

(2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

Under PRASAD, initially thirteen cities have been identified namely Ajmer (Rajasthan), Amritsar (Punjab), Amravati (Andhra Pradesh), Dwarka (Gujarat), Gaya (Bihar), Kedarnath (Uttarakhand), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Varanasi (Uttar Pradesh) and Velankanni (Tamil Nadu).

The Ministry of Tourism (MOT) provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for various tourism projects subject to availability of funds, *inter-se* priority, liquidation of pending utilization certificates against the funds released earlier and adherence to the relevant scheme guidelines. The details of projects and amount sanctioned by the MOT during the last two years *i.e.* 2013-14 and 2014-15 are given in Statement (*See* below).

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† Original notice of the question was received in Hindi.

The Ministry of Tourism has taken various initiatives to attract more foreign tourist in the country. The details are as under:

- (a) Launch of e-Tourist Visa for citizens of 113 countries.
- (b) Promotion of the destination through the Incredible India Campaign across the globe.
- (c) Participation in major International Tourism Travel Fairs Exhibitions.
- (d) Organising Road Shows to promote tourism destinations and products of country in major tourist source markets in collaboration with stake holders.
- (e) Development and promotion of "Niche Tourism" products.
- (f) Creating an increased pool of trained man power in Hospitality Tourism sectors for delivery of quality service to the tourist.
- (g) Release of regular domestic advertisement campaign in national print electronic media.
- (h) 'Welcome Booklet' with information on Dos and Don'ts for tourists, contact details of India Tourism domestic offices and Tourist Helpline Number for distribution at immigration counters to tourists arriving at international airports.
- (i) 24x7 'Incredible India Help Line' to provide the tourist valuable information and to guide them during emergencies.

The Ministry of Tourism (MOT) promotes India as a destination in a holistic manner and as part of its on-going promotional activities, releases print, electronic, online and outdoor media campaigns in the international markets, under the 'Incredible India' brand-line, to showcase India's tourism potential and to increase foreign tourist arrivals to the country. In addition, a series of promotional activities are also undertaken through the India Tourism Offices overseas in important and potential source markets overseas, with the objective of attracting a larger number of foreign tourists to the country. These include participation in international travel fairs and exhibitions; organising Road Shows, Know India seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry.

The Ministry of Tourism also provides financial assistance to approved stakeholders and Tourism Departments of States/Union Territories for promotion of tourism in overseas markets, under the Marketing Development Assistance (MDA) Scheme.

**Statement**

*The details of projects and amount sanctioned by the MOT during the last two years i.e. 2013-14 and 2014-15*

(₹ in lakh)

Sl.No.	Name of the State	No. of Projects	Amt. Sanctioned
<b>2013-2014</b>			
1.	Andhra Pradesh	14	4532.02
	Combined Projects for Andhra Pradesh and Telangana	1	4588.80
2.	Arunachal Pradesh	11	7473.64
3.	Bihar	14	11109.85
4.	Delhi	2	5768.98
5.	Haryana	8	1487.25
6.	Himachal Pradesh	1	3371.52
7.	Jammu and Kashmir	15	7618.54
8.	Jharkhand	1	500.00
9.	Kerala	10	4065.63
10.	Karnataka	8	3228.71
11.	Maharashtra	6	6795.18
12.	Manipur	8	7234.84
13.	Meghalaya	3	46.90
14.	Mizoram	10	4711.16
15.	Madhya Pradesh	9	10021.29
16.	Nagaland	11	5222.01
17.	Odisha	12	6543.08
18.	Puducherry	1	4848.16
19.	Punjab	2	1038.86
20.	Rajasthan	10	5174.71
21.	Sikkim	14	10485.00

Sl.No.	Name of the State	No. of Projects	Amt. Sanctioned
22.	Telangana	8	3370.07
23.	Uttar Pradesh	26	13071.32
24.	Uttarakhand	29	21772.67
TOTAL		234	154080.19

**2014-15**

1.	Andhra Pradesh	11	9515.53
2.	Arunachal Pradesh	8	8455.35
3.	Assam	3	3568.11
4.	Bihar	3	4220.47
5.	Chhattisgarh	5	990.13
6.	Daman and Diu	1	775.54
7.	Goa	1	879.04
8.	Haryana	3	121.66
9.	Jammu and Kashmir	2	732.50
10.	Karnataka	1	5000.00
11.	Manipur	7	14752.51
12.	Mizoram	3	4879.69
13.	Madhya Pradesh	5	3690.54
14.	Nagaland	10	5980.20
15.	Odisha	3	6488.34
16.	Punjab	3	4831.98
17.	Rajasthan	2	149.93
18.	Sikkim	8	5200.00
19.	Telangana	4	504.36
20.	Uttar Pradesh	4	3368.05
21.	Uttarakhand	1	391.69
GRAND TOTAL		88	84495.62

*Note:* Projects relating to Product/Infrastructure Development for Destinations and Circuits (PIDDC), Human Resource Development (HRD), Fairs and Festivals and Rural Tourism.

*The list of projects sanctioned under Swadesh Darshan during 2014-15*

(₹ in crore)

Sl. No.	Name of the Circuit	State	Name of Project	Year	Amount Sanctioned
1.	Coastal Circuit	Andhra Pradesh	Development of Kakinada Hope Island Konaseema as World class coastal and Eco Tourism Circuit in Andhra Pradesh	2014-15	69.83
2.	North-East India Circuit	Arunachal Pradesh	Bhalukpong-Bomdila-Tawang in Arunachal Pradesh	2014-15	50.00
3.	Buddhist Circuit	Bihar	Cultural Centre, Bodhgaya	2014-15	33.17
TOTAL					153.00

*The State-wise details of the funds sanctioned under PRASAD Scheme during the year 2014-15*

(₹ in crore)

Sl. No.	Name of the State and Project	Year	Amount Sanctioned
<b>Bihar</b>			
1.	Development of basic facilities at Vishnupad temple, Gaya, Bihar	2014-15	4.29
<b>Uttar Pradesh</b>			
2.	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	14.93
3.	Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura	2014-15	9.36
<b>Odisha</b>			
4.	Infrastructure Development at Puri, Shree Jagannath Dham-Ramachandi-Prachi River front at Deuli under Mega Circuit	2014-15	50.00
GRAND TOTAL			78.58